

# Assignment-2

DEV Club

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01

# Problem Research

Problem Statement : Redesign SBI YONO App  
(iOS Version)

# What motivated me to redesign this app?

- Due to large number of features and poor arrangement of those, it is very difficult to find relevant features most of the times.
- There is overcrowding at the home page and the overall aesthetic is not much appealing as well.
- There is no option to validate the PIN entered.
- At few places, there are flaws with respect to intuitiveness in the design.
- Several features are misplaced and located at positions where they can't be used. This occupies space and increase frustration unnecessarily.



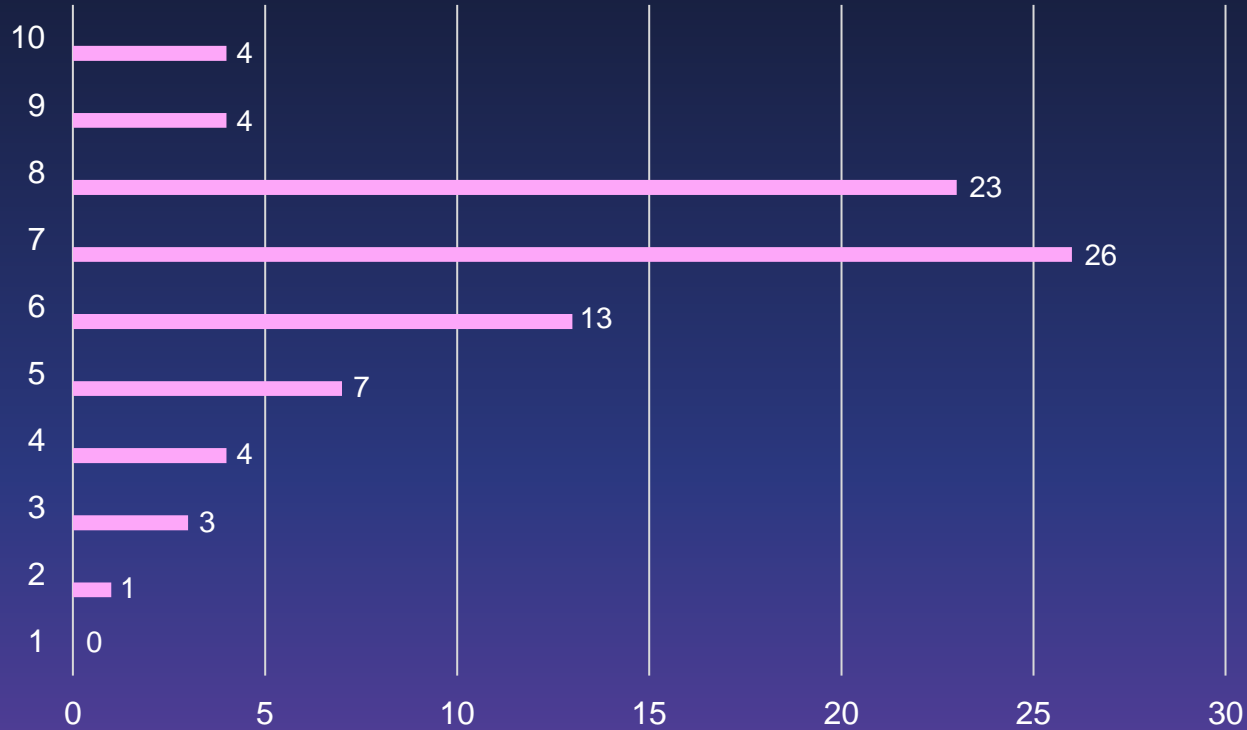


01

# User Research

I conducted a survey of 85 people who use SBI YONO app.

# User Rating of the UI of the app



# User Review of the UI of the app



# User Persona

## Frustrations:

- Can't check my pin after entering. There is no option to confirm it.
- The aesthetic of the app is not appealing.
- I don't know where to look for features most of the times.
- It is difficult to navigate. There are no separate sections.



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Lawyer

## Needs:

- I want more segregated sections where I can look for features easily.
- It would be nice if I could get all important features at one place without the need to search them all around the app.



# Market Research

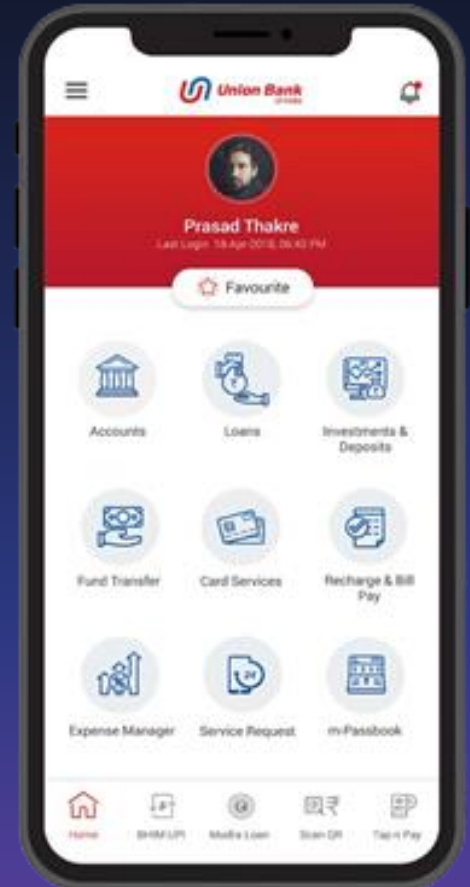


I looked for other Banking and Payment apps.  
I took inspiration and used some elements in my app.



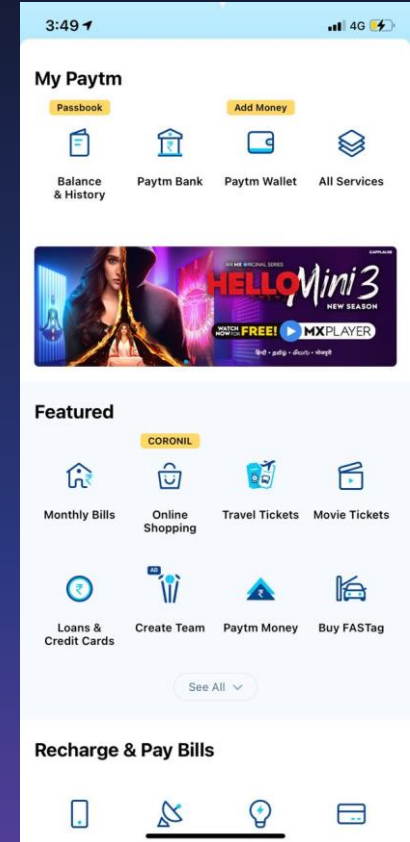
# Union Bank App

They had 5 icons in the bottom to separate some sections , making it easier for the user to navigate. This is present in most of the apps we use today and I felt it necessary to incorporate it in my design.



# Paytm

They had small icons on the home page to represent various features. This makes the app more interactive and helps the user to find features easily. They also had a better way to present advertisements.



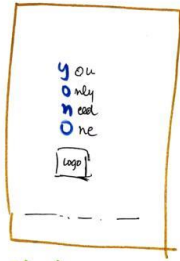
The background is a dark blue gradient. It features several glowing geometric shapes: a large pink circle in the top left containing the text '01', a large pink circle in the bottom right, a blue circle in the top right, a blue circle in the bottom left, a blue triangle in the top right, a blue triangle in the bottom left, a blue square with an 'X' in the top right, a blue circle with a dot in the top right, a blue circle with a dot in the bottom left, a blue arc in the bottom left, and a blue line segment in the bottom left. A pink line connects the pink circle in the top left to the pink circle in the bottom right, forming a rectangular frame around the word 'Solution'.

01

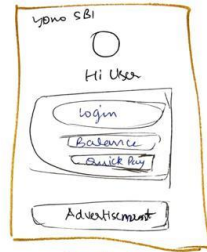
# Solution

I made wireframes, improved some flaws and added some options before designing on Figma.

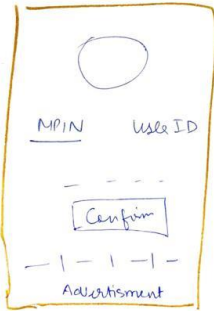
# Wireframes



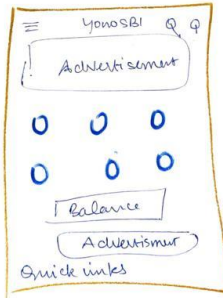
Opening Screen



Login Screen



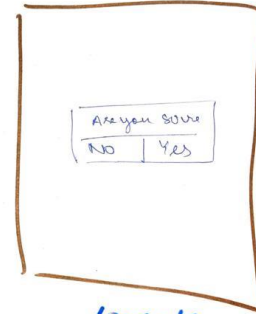
login / Balance / Quick Pay



Home



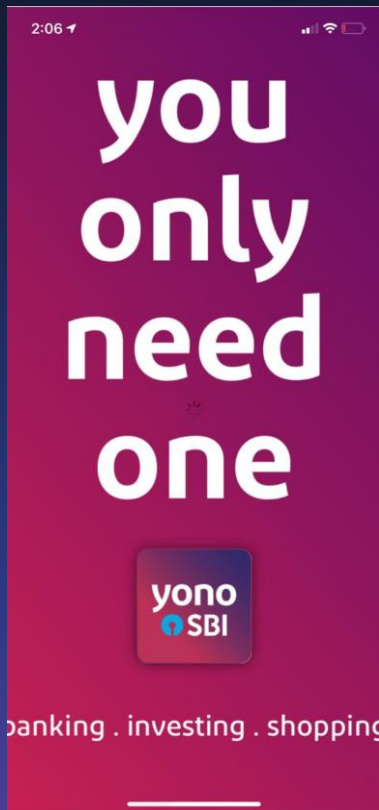
Menu



Logout

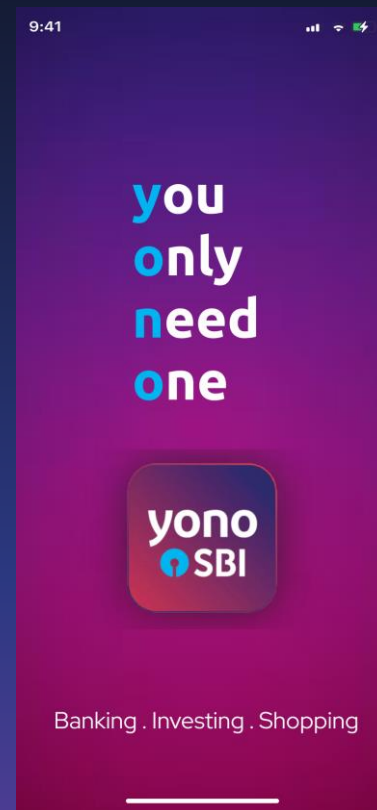


# Opening Screen



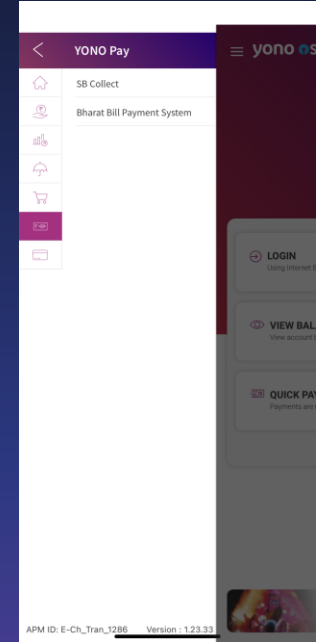
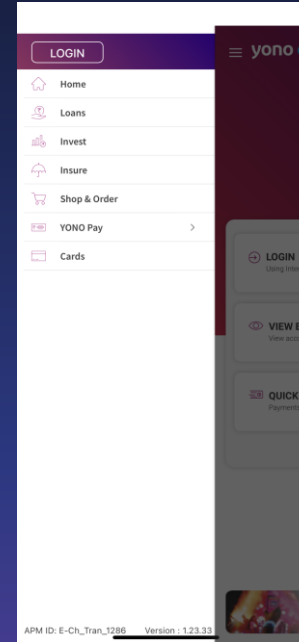
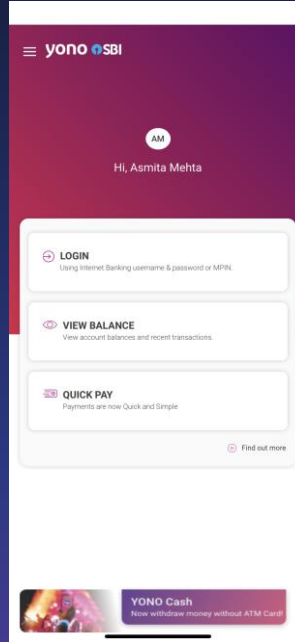
-The opening screen was not appropriate with respect to font sizes and margins.

- I also highlighted YONO in the tagline, to make it more visible.



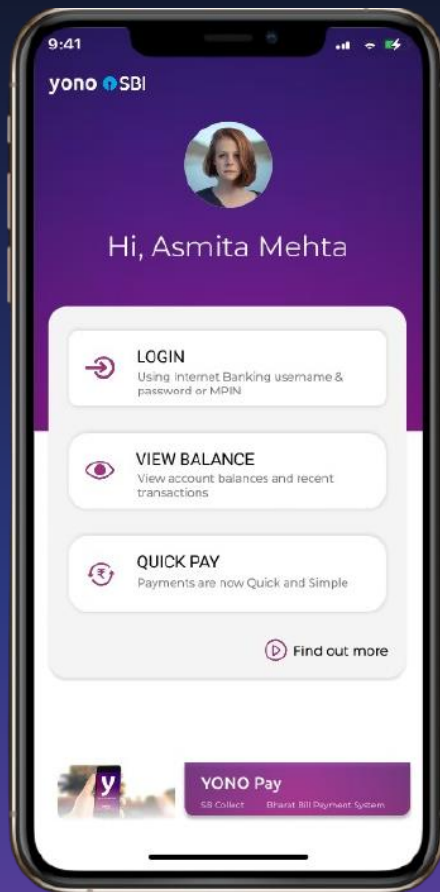
# Login Screen

- Small font size, difficult to read
- The features in the menu on the top left can't be accessed without login (except YONO Pay), so there is no use of it.





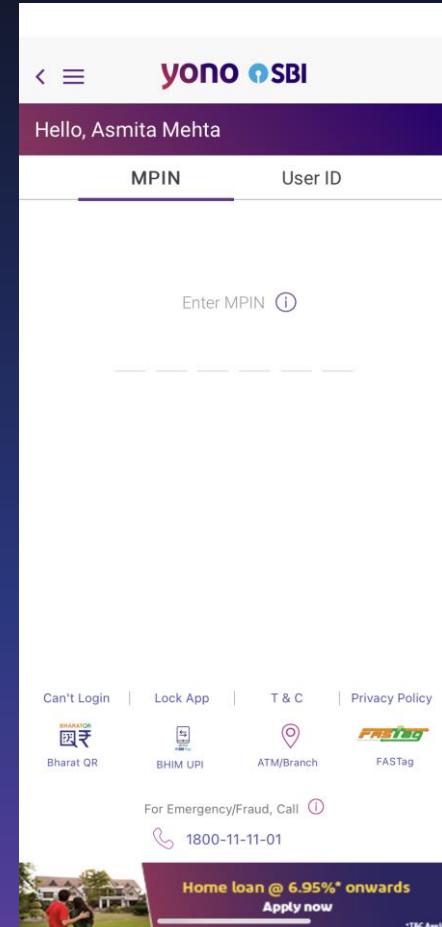
I changed the font size and improved the aesthetic.

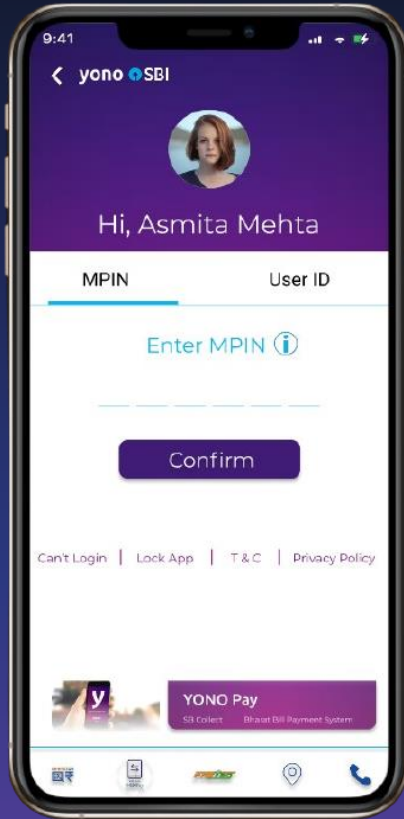


I also removed the menu from the top left and added YONO Pay at the bottom.

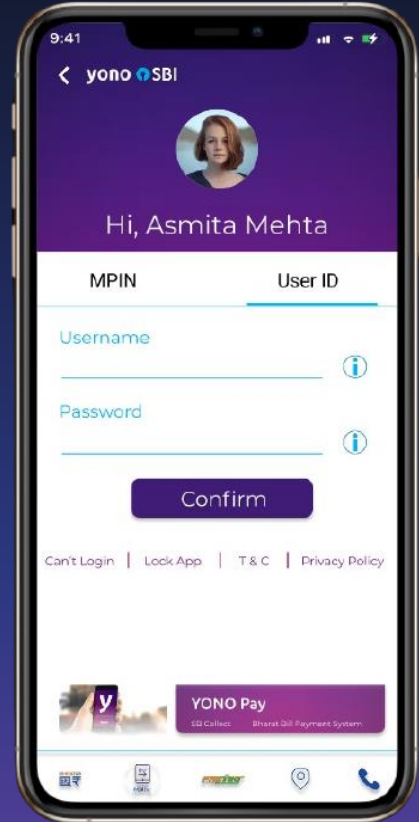
# Login

- No validation option for the user to check the credentials, once entered .
- Too congested at the bottom, making it difficult to identify features and explore them.
- The unnecessary menu at the top left.

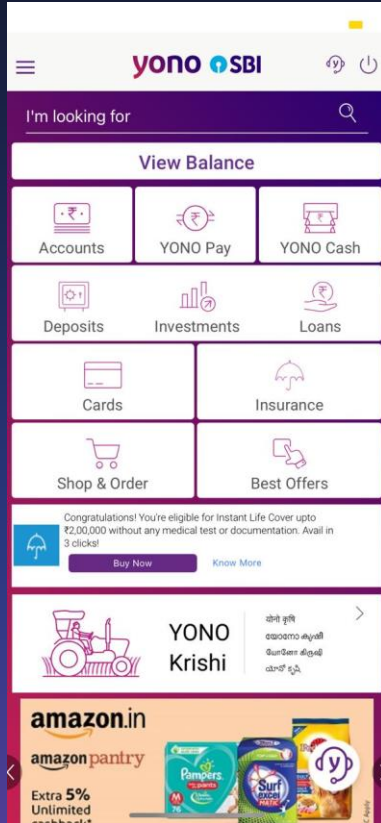




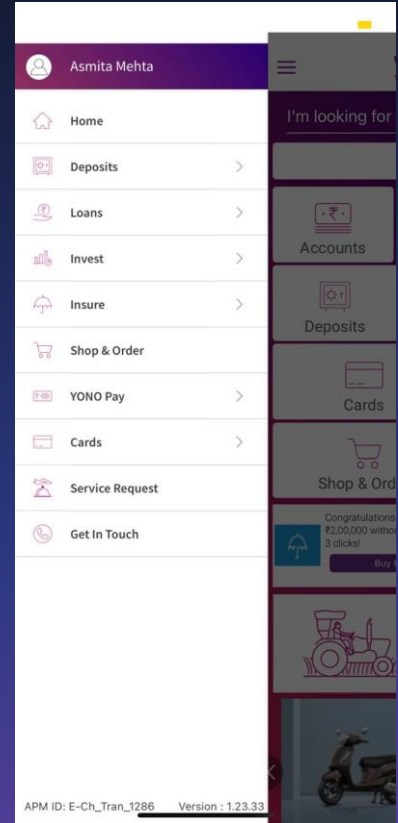
- I added the confirm button to help the user validate the credentials.
- Divided the features into various sections, making it easier for the user to navigate.
- Replaced the YONO Pay feature in the menu on top left with a banner at the bottom

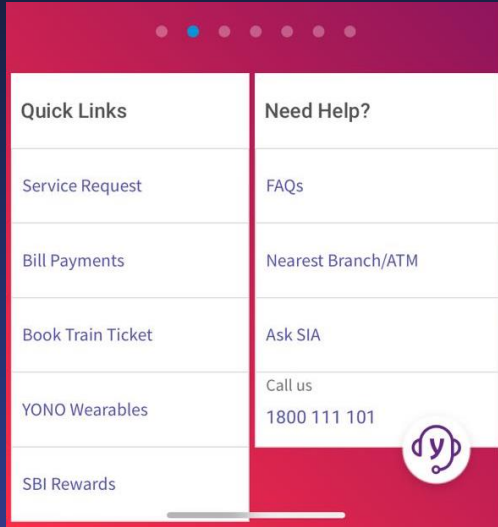


# Home Screen




- This app offers a lot of features but they are scattered over various places.
- It looks clumsy and it's really difficult for the user to find relevant features.
- The User Profile and option to edit isn't visible clearly.





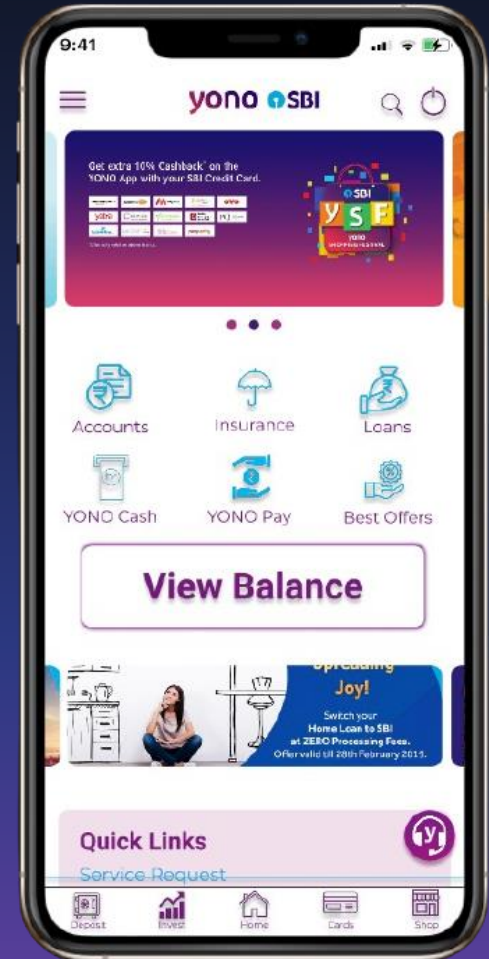
The image shows a mobile application interface with a red header and a white content area. The content area is divided into two columns. The left column is titled 'Quick Links' and contains a list of links: 'Service Request', 'Bill Payments', 'Book Train Ticket', 'YONO Wearables', and 'SBI Rewards'. The right column is titled 'Need Help?' and contains links: 'FAQs', 'Nearest Branch/ATM', 'Ask SIA', and 'Call us 1800 111 101'. At the bottom of the right column, there is a circular icon with a headset and the letters 'dyd'.

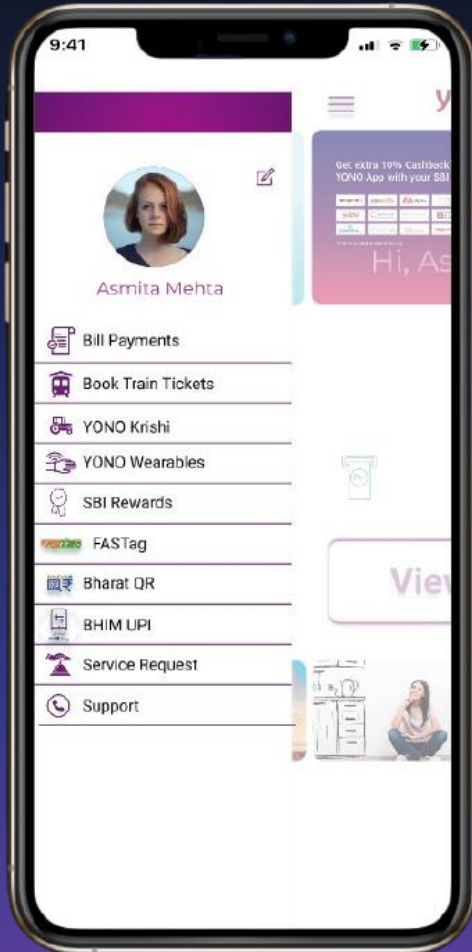
| Quick Links       | Need Help?  |
|-------------------|---|
| Service Request   | FAQs  |
| Bill Payments     | Nearest Branch/ATM  |
| Book Train Ticket | Ask SIA   |
| YONO Wearables    | Call us<br>1800 111 101   |
| SBI Rewards       |  |

For example, the very important feature of “Bill Payments” is at the bottom of the page under Quick Links.

This is an important feature and should be easily accessible.

- I studied all the features and then made 5 main groups at the bottom for easier navigation.
- I changed the positioning of advertisements to make them more effective.
- I put the important and commonly used features on the home screen and put others in the menu.



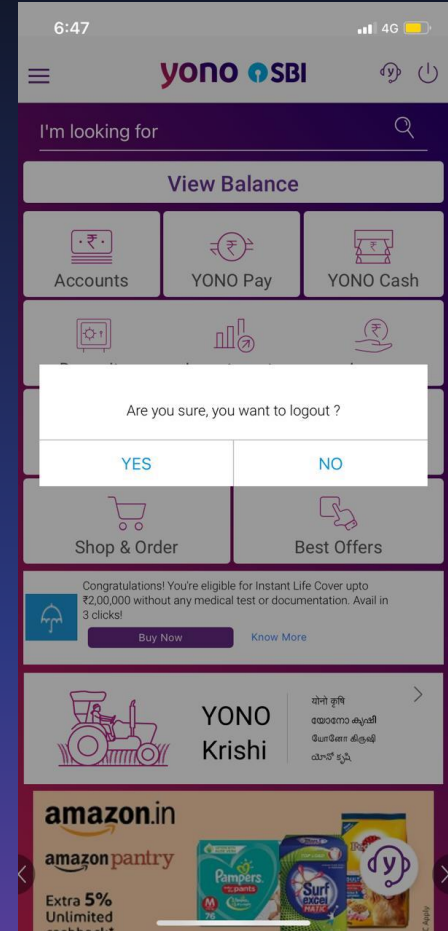


- I put the other relevant features in the menu and added features which were on the Login screen here as well like FASTag, BHIM UPI etc.
- I changed the look of user profile and added an edit button.

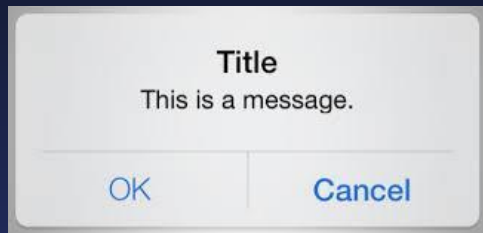
# Logout Confirmation

Here the No button is on the right of Yes button.

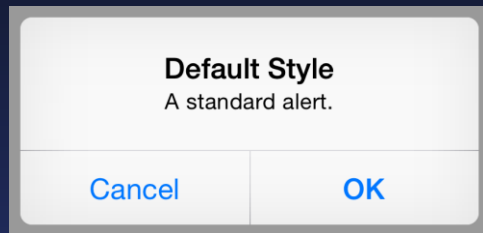
Apple, however changed this convention in the updated version of iOS 8.3





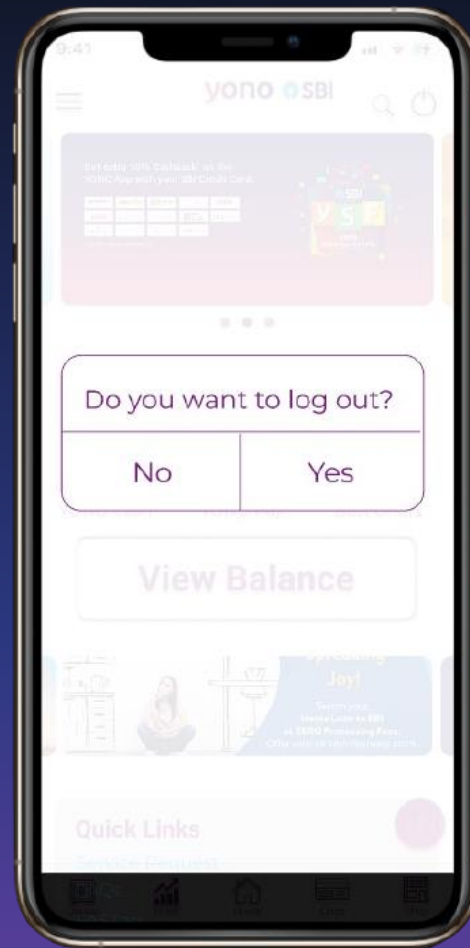


iOS 7



iOS 8

I incorporated this in my design.





# Prototype

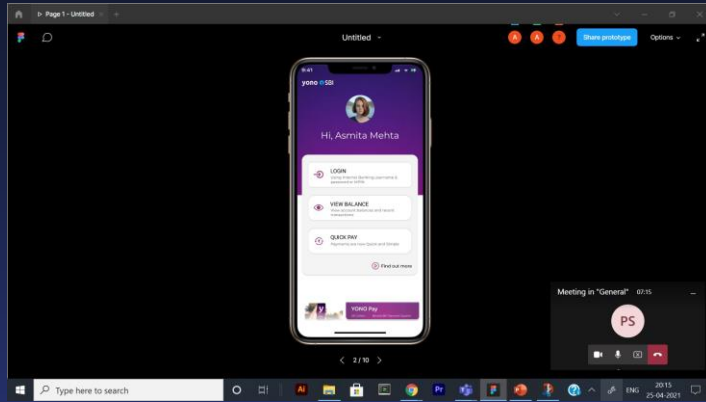
<https://www.figma.com/proto/rt2pOOdR07NoyYKo7b4oFT/Untitled?page-id=0%3A1&node-id=1%3A2&viewport=-44%2C-1046%2C0.2608366012573242&scaling=scale-down>

The background is a dark blue gradient. A thick, rounded pink line starts from a pink circle in the top left, goes right, then down, then right again, ending near a large pink circle on the right. Various geometric shapes are scattered around: a blue circle, a blue square with an 'X', a pink circle, a blue triangle, a pink triangle, a blue arc, and a white circle.

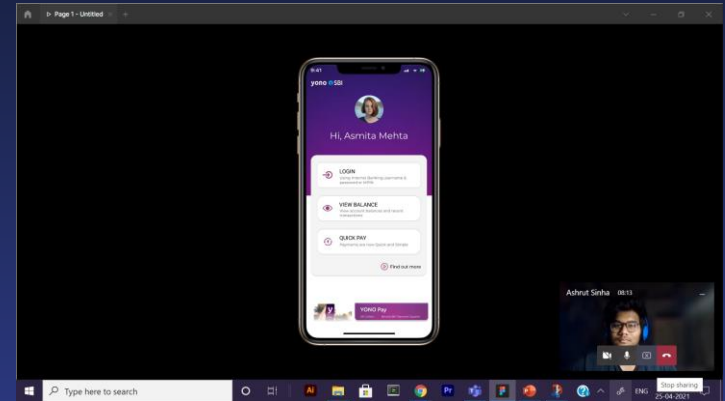
01

# Testing

I conducted a virtual User Testing Session to get feedback.



- I like the overall design of the app now.
- I had difficulty finding Bill Payments Option, but it's easier now.



- It's more organized now.
- I always had that issue with the Yes/ No in logout menu.

Two solid pink circles are positioned at the top of the image. The one on the left is larger and partially cut off by the top edge. The one on the right is smaller and fully visible.

# Thank You!

The bottom of the image is decorated with various white and pink geometric shapes. On the left, there is a pink circle, a white line segment, a white arc, and a white diamond shape with an 'X' inside. In the center, there is a white arc. On the right, there is a white circle, a white 3D rectangular prism, a white arc, a blue circle, and a white triangle.